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# The Barbados Red Cross Society Annual Report 2014

 International Federation  
of Red Cross and Red Crescent Societies

**MAABB001**  
**13/May/2015**

**This report covers the period**

**01/January/2012 to**  
**31/December/2014.**

*Barbados Red Cross Facebook Page-BRCS Staff and  
Volunteers at BRCS Health Fair 2014*



## Overview

During the reporting period, the Barbados Red Cross Society (BRCS) engaged in one major disaster preparedness project funded through the Caribbean DIPECHO VIII disaster risk reduction project; it provided an opportunity to work with local communities on addressing needs for disaster preparedness and resilience-building, as well as to maintain the working relationship with government departments

The BRCS commenced with the development of the necessary infrastructure and the procurement of stocks for the pre-positioning of relief supplies through funded from the Japanese Red Cross Society.

The BRCS implemented the Empowering Youth to Reduce Violence and Crime project in 2012, and in 2013 and 2014, it promoted peer-to-peer cooperation by working with the Jamaica Red Cross in support of the development of BRCS's Youth as Agents of Behavioural Change (YABC) project.

The BRCS successfully hosted the 2012 Regional Pre-Hurricane meeting, which convened National Societies from the Caribbean region in Barbados to discuss issues related to hurricane preparedness. The National Society volunteers continued to participate in regional and zonal training activities and workshops, which facilitated learning in key humanitarian and development areas.

Importantly, the BRCS saw the election of a new president and changes to the Board. It is important to note that 2014 marked a serious downturn in the Barbados economy, highlighted by the fact that over three thousand public servants losing their jobs. This has somewhat affected the operations of the BRCS, as this meant a reduction in local funding opportunities. BRCS responded by exploring resource mobilisation opportunities. As such the Director General was supported to attend a Resource Mobilisation initiative.

## Working in partnership

If relevant, list your main operational partners and relevant agreements with them (e.g. MOU). The table below may be used.

| Operational Partners  | Agreement   |
|---|---|
| Government of Barbados:<br>Disaster Emergency Management Agency<br>Ministry of Community Development<br>Ministry of Education<br>Ministry of Health<br>Ministry of Transportation & Works | Advisory Committee: relief, first aid, training<br>Disaster risk reduction through DIPECHO VIII<br>Schools for shelter management<br>Disaster committee for water and sanitation<br>Hurricane response planning |
| United Nations Development Programme (UNDP)   | Disaster risk reduction (song contest)  |
| Japanese Red Cross Society  | Preparedness for Disaster Response  |
| Norwegian Government Ministry of Foreign Affairs (NORAD)  | Youth   |
| The European Commission's Humanitarian Aid and Civil Protection department (ECHO)   | Disaster Preparedness and Disaster Risk Reduction   |
| Finnish Red Cross   | Peer-to-peer initiative   |

## Progress towards outcomes

### Business line 1: Humanitarian Standards

**Outcome 1.2.** A collective understanding of the capacity, resources and services of the National Societies in the Americas has been approved

**Outcome 1.4.** The professional qualifications and competencies of the Red Cross volunteers and staff are strengthened, enabling National Societies to take the lead in addressing new risks and vulnerabilities.

**Output: 1.2.1** Federation-wide databank and reporting system is established in the national Societies of Americas

| Measurement   |     |               |   |
|---|-----|---------------|---|
| Indicators  | BL  | Annual Target | Year to Date Actual   |
| BRCS populates the FDRS with its strategic plan information and annual report | N/A | 0             | Strategic Plan and Financial Statements uploaded                            |
| BRCS has provided data on at least two FDRS key performance indicators.       |     | 0             | 7 proxy indicators being reported on (100 %). This is a yearly requirement. |

#### Comments on progress towards outcomes

The Barbados Red Cross Society has been able to report on all of the 7 proxy indicators as of December 2014. This was made possible by the specific Caribbean Regional Representation Office (CRRO)-led training that the BRCS underwent on the value of the system and the ways in which it can be managed effectively.

Also, the BRCS's financial statements and the organizational strategy have been uploaded to the platforms through ongoing support from the sub-regional office in Port of Spain.

The BRCS was able to exceed the target due to the tailored it received from the International Federation of Red Cross and Red Crescent Societies IFRC (Caribbean Office).

**Output 1.2.2.:** Key humanitarian trends are better understood and promoted within National Societies

| Measurement  |    |  |   |
|--|----|--|---|
| Indicators   | BL | Annual Target  | Year to Date Actual   |
| The BRCS has participated in regional or national platforms related to the key humanitarian trends.  | 0  | 50% increase in participation  | Increase not measured.  |
| The BRCS has submitted project proposals based on guidelines and case studies that focus on key trends and other areas related to increased vulnerability. | 1  | BRCS has incorporated at least 1 key humanitarian trend in their plans and will be able to advocate for it based on knowledge gained, reviewed and updated with existing guidelines. | 2012-Violence Prevention<br>2013- Climate Change<br>2014 health – NCDs<br>2012-2014 disaster risk reduction (DRR) |
| The BRCS is responding to effects of at least one of the key humanitarian trends in their countries.   | 1  |  |   |
|  | 0  |  | Not met   |
| At least 2 lessons learnt documented that contribute to risk reduction attributed to key humanitarian trends.  |    | At least 2 lessons learned   |   |

**Comments on progress towards outcomes**

In 2012, the implementation exceeded the target (Pre-Hurricane meeting, cooperation meeting, XIX Inter-American Conference).

In 2013, it was achieved. The BRCS attended the Annual Cooperation meeting in August 2013 in Port of Spain, Trinidad and Tobago. The BRCS attended the Pre-disaster Continental meeting in Bogota, Colombia in June 2013 and the pre hurricane meeting in Belize in 2014. The National Society also participated in the Roadmap to Resilience Consultation and the Urban Risk Platform in Panama, including the IFRC general Assembly in Sydney, Australia. By participating in the Think Tank for Non-Communicable Diseases in 2014, the BRCS was exposed to the IFRC healthy lifestyles initiative, Module 8 of the community-based health and first aid (CBHFA) training aid. It is hoped that the information that was gathered will be used in the continued promotion of a healthy lifestyle programme for the BRCS.

The Empowering Youth to Reduce Violence and Crime project was implemented during the reporting period. The main objective of the project was to help to create a movement or network of positive, civic minded youth who wish to make their communities and school environments safer. The project was carried out in the Pine (St. Michael) and Haynes Ville (St. James) communities, which are considered high-risk communities in Barbados. It involved the use of interactive workshops comprised of four components and segments including:

- Video presentation and discussions
- Drugs and their effect on crime
- Anger and conflict management

A role Play/drama followed a pilot project during the previous reporting period that successfully reached out to a group of susceptible youth through a violence prevention campaign based on a video documentation with testimonials from incarcerated young people; the U.S. government provided further funding during this reporting period to build upon that success in a community prone to violence from gangs and drug-related incidents.

In Barbados, a climate change component was added to both the Vulnerability and Capacity Assessment (VCA) and Community Disaster Response Teams (CDRTs) curricula, providing general information on the potential effects of the phenomenon in the Caribbean and discussing strategies to adapt to climate change and mitigate it. A national song competition was also organized to sensitize the general public on the issues of disasters and climate change. The results include music videos, a 14-song album that was professionally produced and a dedicated website.

Staff and volunteers in Barbados participated in a climate change workshop to learn how to use the Climate Change toolbox developed by the Red Cross Climate centre. Movie nights on climate change were also organized at the community level.

Climate Change and DRR also formed a central part of the `Spice it Up` song competition that was jointly supported by the UNDP Youth-IN programme and the French Red Cross in Barbados and Grenada.

In 2014, the National Society was also involved in the preparation and submission of a proposal that incorporated climate change and other related issues. This formed part of a regional proposal that was submitted to the Caribbean Community Climate Change Centre (CCCCC)

The challenge to the implemented projects is sustainability. Most projects/programmes struggle to continue beyond the funding. After DIPECHO VIII funding stopped, the entire disaster management (DM) staff was let go; however, DM programmes are being championed by the BRCS's volunteers.

**Outcome 1.4.** The professional qualifications and competencies of the Red Cross volunteers and staff are strengthened, enabling National Societies to take the lead in addressing new risks and vulnerabilities.

**Output 1.4.1:** Educational and knowledge-sharing platforms are mainstreamed in the National Societies for staff and volunteers.

| Measurement  |     |  |                                       |
|--|-----|--|---------------------------------------|
| Indicators   | BL  | Annual Target                                    | Year to Date Actual                   |
| BRCS staff and volunteers increase the number of courses taken on the Learning Platform by 10% | TBC | Learning platform participation increased by 10% | 50% increase in 2014 compared to 2013 |

| Comments on progress towards outcomes  |
|--|
| <p>There was a concerted effort by the BRCS, which was supported by the secretariat, to foster increased awareness and use of the e-learning platform amongst its staff and volunteers. This has resulted in increased participation by staff and volunteers on the e-learning platform</p> <p>Based on the increase in users in 2014, it is evident that the National Society is more open to Learning Platform initiatives and sharing benefits with volunteers and staff.</p> |

**Business Line 2: Grow Red Cross Red Crescent services for vulnerable Outcome 2.1.** National Societies through their network of branches, adopt integrated sectorial approaches that strengthen essential Red Cross preparedness response and recovery systems and enable communities to understand better trends that increase the impact of disasters and crises in their lives.

**Output 2.1.3** Increased the logistics capacity to deliver logistics services for preparedness and relief activities, connecting National Society assets where possible, and making itself sustainable through the promotion of the effective functioning of the Federation.

| Measurement |    |               |                     |
|-------------|----|---------------|---------------------|
| Indicators  | BL | Annual Target | Year to Date Actual |
|             |    |               |                     |

|   |                                    |   |  |
|---|------------------------------------|---|--|
| The BRCS is able to plan and track activities that contribute to its logistics capacity.              | Planning and tracking not in place | The BRCS have pre-positioned at the country level   | An inventory system was established and implemented                      |
| The BRCS has applied technical logistics guidelines in procurement, logistics, warehousing and fleet. | None applied                       | BRC that have applied technical logistics guidelines in Procurement, Logistics, warehousing and fleet | Guidelines applied to an extent (40%)                                    |
| The BRCS has developed a framework to measure the effectiveness of its activities.                    | No frame work in place             | BRC has developed a frame work to measure the effectiveness of their activities                       | Support through the Japanese RC funding received; and framework in place |

#### Comments on progress towards outcomes

With the support of the Japanese Red Cross Society, the BRCS commenced with the development of the necessary infrastructure and the procurement of stocks for the pre-positioning of relief supplies. As part of this process, an inventory system was established and implemented, and National Society volunteers have completed training sessions in logistics management, safe stock storage and the mobilization and deployment of relief stock.

It is important to evaluate and monitor the effectiveness of the BRCS's management of logistics to determine the effectiveness and the impact of the measures that were put in place in 2012. Training in aspects of logistics management continued for the BRCS through the attendance of the BRCS staff and volunteers at several zone initiatives, such as the Pre-Disasters and Pre-Hurricane meetings, think tanks, Regional Intervention Team (RIT) and National Intervention Team (NIT) training sessions.

**Outcome 2:2:** An efficient and effective regional Red Cross disaster and crisis management system in the Americas en route.

**Output 2.2.1.:** Humanitarian access is ensured as part of readiness for response and early action within a context of greater coordination, including increased activity by military forces and corporate interests

| Measurement   |     |  |   |
|---|-----|--|---|
| Indicators  | BL  | Annual Target  | Year to Date Actual   |
| <p>The BRCS participates in RIT general Training</p> <p>Participating in yearly Think Tank</p> <p>Participation in the Americas 'Field School (AFS)</p> <p>Participate in the Disaster &amp; Crisis Response and Early Recovery Department (DRCER)/Pan American Disaster Unit (PADRU) internship programme.</p> | N/A | No. of BRCS staff and Volunteers benefiting from the DCRER-PADRU support to the National Societies to ensure an integrated delivery response | At least 1 BRCS staff and or volunteer has been trained each year since 2012  |
| <p>The BRCS is using innovative tools for disaster response (short message service [SMS], MEGA V).</p>  |     | At least 1 tool  | BRCS was trained in the use of these tools  |
| <p>The BRCS will implement volunteering in emergency practices.</p>   |     | At last 1 initiative   | 2 Volunteers attended a training course in 2012<br>This activity was not pursued due to an Organisation policy not to pursue VIE. |

#### Comments on progress towards outcomes

The Pre-hurricane meeting for the Caribbean was held in Barbados and hosted by the Barbados Red Cross Society in 2012; it convened the Caribbean National Societies in Barbados to discuss issues relating to hurricane preparedness in the region.

In 2013, the BRCS participated in training and learning opportunities provided through the Americas zone, which included participation in the continental Pre-Disaster/Pre-Hurricane meeting, where the IFRC regional disaster response mechanisms were discussed and innovative tools that facilitate disaster response were presented to the attending National Societies. During this meeting, the BRCS received a full Open Data Kit (ODK) and Mega V kit, and it was trained in cash transfer programming (CTP). One member of the BRCS participated in the AFS, which was held on the Haitian and Dominican Republic border. Participants increased their skills and knowledge of issues such as migration, green response and urban risk during the disaster response cycle. In 2014, the director general and a BRCS staff member also attended the Pre-Hurricane meeting in Belize. The DM network head, who was also a BRCS board member, attended as well,

and the network head chaired some of the sessions at the Belize meeting.

In 2012, two volunteers from the BRCS participated in a Volunteering in Emergencies (ViE) toolkit awareness and training workshop held in Trinidad. A policy directive from the leadership of the Americas zone office, sought to discontinue the ViE initiative.

It is a challenge to measure the impact of the training that was received during the reporting period and whether the knowledge has indeed been widely shared within the National Society.

### **Business Line 3: Strengthen the specific Red Cross Red Crescent contribution to development**

**Outcome:** Appropriate capacities built to address the upheavals created by global economic, social, and demographic transitions that create gaps and vulnerabilities, and challenge the values of our common humanity.

**Outcome 3.1.** National Societies through their network of branches, demonstrate leadership in promoting the Red Cross Red Crescent model of sustainable development.

**Outcome 3.2.** Red Cross National Societies, through their network of branches have enabled communities to better understand trends that impact their lives and take action to improve their health, safety, environmental and socio-economic conditions

**Outcome 3.3.:** Red Cross National Societies have forward thinking leadership with the skills and capacity to deliver services to vulnerable people in a sustainable manner.

**Outcome: 3.4** Volunteers of National Societies, representing all sectors and ages and involved in all aspects of National Society life from decision making programme implementation, are key actors in demonstrating the added value of work done by the Red Cross network in expanding national Society humanitarian access.

**Outcome 3.5. :** Youth, as agent for change of the Red Cross network, are a leading voice for joint actions with different sectors of society for inclusion, peace and innovation

|  | Measurement   |  |   |  |
|--|---|--|---|--|
|  | Indicators  | BL   | Annual Target   | Year to Date Actual  |
| <b>Output 3.1.1. National Society leadership for partnership exist in order to improve integrated programme delivery</b> | At least 1 community-based development programme is being carried out with key stakeholders | <b>1 programme (4communities) under DIPECHO VIII</b> | At least 2 community – based programmes established and operational | 4 communities received interventions under DIPECHO<br><br>BRCS has |

|  |   |  |   |  |
|--|---|--|---|--|
| <p><b>Output 3.2.1 The key humanitarian trends (urban risk, climate change, migration and violence prevention are integrated into community- based development programme</b></p>   | <p>YABC initiative in BRCS continues. At least 1 new YABC programme addressing social inclusion and a culture of non-violence and peace through community outreach.</p> | <p><b>2 YABC programme initiatives in the BRCS</b></p> | <p>YABC initiatives, forming a core part of the BRC programming.</p>                | <p>continued its HIV/AIDS programming in 2013 and 2014 using the YABC methodology</p>  |
| <p><b>Output 3.3.1.: Red Cross leadership is recognized by government and other key stakeholders</b></p>   | <p>BRCS participation in national platforms is scaled up</p>  | <p><b>TBC</b></p>                                      | <p>At least 1 per year</p>  | <p>BRCS is represented on national committees ( Disaster Emergency Management Agency)</p>  |
| <p><b>Output: 3.4.1: National Societies have improved their voluntary service, formalizing the status, rights and constitutions, and strengthening of their volunteer base</b></p> | <p>BRCS has strategic coordination agreements with governments.<br/># of multi-stakeholder events.</p>  | <p><b>N/A</b></p>                                      | <p>At least 1 more agreement finalized</p>  | <p>Target not met as of 2014.<br/>At least 1 per year</p>  |
| <p><b>Output: 3.4.1: National Societies have improved their voluntary service, formalizing the status, rights and constitutions, and strengthening of their volunteer base</b></p> | <p>The BRCS has developed a Volunteer development plan in place<br/>The BRCS has an effective volunteer management system in place</p>                                  | <p><b>N/A</b></p>                                      | <p>At least 1 per year BRCS Volunteer development plan in place and operational</p> | <p>Volunteer orientation and engagement strategy in place.</p>   |
| <p><b>Output 3.5.1: Red Cross Youth will be provided opportunities to learn innovate and develop leadership</b></p>  | <p>The BRCS has 1 or more young<sup>1</sup> people in a management position other than the youth department. (3.5a)</p>   | <p><b>N/A</b></p>                                      | <p>At least 1 young person in management person</p>                                 | <p>Volunteers in the BRCS have been engaged in existing programmes, such as continued intervention within the communities.<br/>There currently is an excel spreadsheet used for their database<br/>1 young person is on the Board of the BRCS as Youth Director.</p> |

<sup>1</sup> Young person is under 30 years old.

|   |  |            |  |  |
|---|--|------------|--|--|
| <p>skills, contributing to generational change within the Red Cross Network</p> | <p>The BRCS has adapted youth engagement policy and/or strategy.</p> <p># of Youth trained in YABC and follow-up activities.</p> | <p>N/A</p> | <p>Youth strategy adapted</p> <p>BRCS has defined a plan and strategies for generational change including the creation or revision of youth policies, establishing mechanisms for inter-generational learning and developing innovative youth programmes</p> | <p>Youth Strategy is adapted and incorporated in the operations of the BRCS; however, there is no documented policy in place yet.</p> <p>The Barbados Organizational Strategy (2011-2015), the BRCS's strategic plan addresses youth policies and direction.</p> |
| <b>Example</b>  |  |            |  |  |
|   | <p>% of staff who attended a training course</p>   | <p>30%</p> | <p>80%</p>   | <p>60%</p>   |

**Comments on progress towards outcomes**

The previous DIPECHO VII project strengthened the resilience and response capacity of two communities, and the DIPECHO VIII project outreach strengthened four communities and four schools in other locales. Consequently, 50 per cent of the 2015 target of 20 communities has been reached. Furthermore, National Society volunteers have delivered disaster preparedness instruction in an additional ten secondary schools. The DIPECO VIII Project supported the piloting of the Climate Change Adaptation toolkit that was adapted. After further field testing in 2012, the tool was again adapted. The majority of the costs associated with this tool development have been through the Caribbean Community Resilience to Disaster Risk (CCRDR) Project which was a disaster risk reduction project funded by the Canadian Red Cross

In Barbados, a climate change component was added to both the VCA and Community Disaster Response Teams (CDRTs) curricula, providing general information on the potential effects of the phenomenon in the Caribbean and leading the discussion on adaptation and mitigation strategies. A national song competition was also organized to sensitize the general public on disasters and climate change issues. The results included 3 music videos that raised awareness, a 14-song album that was professionally produced and a dedicated website.

Staff and volunteers in Barbados participated in a climate change workshop to learn how to use the climate change toolbox developed by the Red Cross Climate Centre. Moreover, movie nights on climate change were also organized at the community level.

Climate Change and DRR also formed a central part of the `Spice it Up` song competition that was jointly supported by the UNDP Youth-IN programme and the French Red Cross in Barbados and Grenada.

Discussions have been held with the BRCS to assess the status of its voluntary service, with a view to supporting the BRCS to strengthen and diversify their volunteer base.

In the final quarter of 2013, the BRCS received funding from the Finnish Red Cross for a project focusing on youth. The BRCS youth developed a project that incorporated the YABC tool into the HIV/AIDS programming. During the YABC HIV/AIDS project, the BRCS worked in partnership with the Jamaica Red Cross to integrate youth into HIV/Aids prevention in Barbados using components of the YABC initiative.

The project's main activities were :

- Partnership development workshop: Integration of YABC into HIV/AIDS workshops and youth programming (two-day workshop) held in Barbados between national trainers/instructors and regional trainer from the Jamaica Red Cross.
- National HIV trainers workshop delivered by the Jamaica Red Cross.
- YABC integrated-HIV/AIDS workshops in six communities delivered by local trainers.
- Lessons-identified workshop (one day) in which the Jamaica Red Cross participated.

Additional funding from the Finnish Red Cross was once again received in 2014 to continue building on the work carried out by this project. The intervention in communities utilizing the YABC methodology continues.

#### **Business Line 4: Heighten Red Cross Red Crescent influence and support for our work**

**Outcome:** Evidence-based humanitarian diplomacy conducted to draw attention to the causes and consequences of vulnerability, giving voice to vulnerable people, and demonstrating the value of Red Cross Red Crescent humanitarian work and leadership.

**Outcome: 4.1.** National Society leadership capacities are enhanced to use their auxiliary role to influence public policies to ensure they are seen as credible and preferred source of information on humanitarian issues by the general public, media and other actors.

**Outcome: 4.2.** Strong links are fostered with governments, the public (including especially opinion leaders), academia, private sector and other partners of the Red Cross who work at local and national levels, including representation in key forums to address humanitarian challenges and trends.

**Outcome 4.3.** National Societies and donors invest in increasing financial and human resources to improve National Societies' abilities to deliver services and programmes

| Outputs  | Measurement   |     | Annual Target  | Year to Date Actual  |
|--|---|-----|--|--|
|  | Indicators  | BL  |  |  |
| <b>Output 4.1.2 The secretariat and the national Societies actively use social network capacities</b>  | The BRCS Facebook page regularly updated and website fully developed and operational                | N/A | Facebook and website fully functional  | Barbados Red Cross has an active Facebook page, but no website   |
|  | The BRCS is involved with its government exercising its auxiliary role.                             | N/A | The BRCS proactively promoting auxiliary role in Barbados  | Regular interactions with the National Disaster Offices and Ministry of health and education enable the BRCS to share information and partner with these government agencies. In 2014, the BRCS partnered with government agencies to hold a health fair.  |
| <b>Output 4.2.1 National Societies have a higher profile as auxiliary to government.</b>   | The BRCS is receiving direct support for enhancing or leveraging its auxiliary role.(4.2a)          | N/A | At least 1 Meeting per year is held with government authorities to enhance the National Society's auxiliary role, which favours the development of a tripartite cooperation agenda | VCA reports, knowledge, attitude and practice (KAP) surveys and micro-project reports were shared with the District Emergency Organizations responsible for each community, the Department of Emergency Management, the Barbados Fire Service, the Sanitation Service Authority, the Community Development Department and the Department of Constituency Empowerment.<br>Target met: The BRCS continues to have contact with the Ministry of Education, Ministry of Health and CDEMA |
|  |   | N/A |  |  |
|  |   | N/A |  |  |
| <b>Output 4.3.1. Resource mobilization and accountability capacities of the National Societies are enhanced to attract more reliable contributions to the Red Cross and Red Crescent</b> | The BRCS is benefiting from at least 1 new funding source.  |     | Funding in place from new Donor.   | In 2013 and 2014 the BRCS benefited from funding through the Finnish Red Cross for its youth initiative using YABC   |
|  | BRCS has acquired at least 1 new ambulance for the provision of an ambulance service to the country |     | 1 new ambulance  | With funding from the Japanese Government, the BRCS has acquired a New Ambulance. There have been challenges related to the actual receipt of the ambulance due to the costs of retrieving the ambulance from  |

|  |  |  |  |  |
|--|--|--|--|--|
| <p>movement in an effort to ensure a higher level of sustainability.</p> |  |  |  | <p>the port. Efforts are being made by the BRCS to negotiate with the authorities to resolve this issue.</p> |
|--|--|--|--|--|

#### Comments on progress towards outcomes

The BRCS has built up visibility through its increased relationships and partnerships with various government agencies, ministries, regional bodies and national NGOs. There were several concrete examples of this during this reporting period. For instance, as a result of the DIPECHO VIII, the BRCS was able to share VCA reports, KAP surveys and micro-project reports in 2012 with the District Emergency Organizations responsible for each community, the Department of Emergency Management, the Barbados Fire Service, the Sanitation Service Authority, the Community Development Department and the Department of Constituency Empowerment. The BRCS also regularly interacted with the Ministry of Health and its related agencies as evidenced by the hosting of its Health Fair, in which government agencies took part, and other activities such as its violence prevention programme.

In March 2012, one-on-one training sessions took place with the communication officer through DIPECHO VIII funding. As a result, the Barbados Red Cross Society developed a communication plan and completed a market survey. However, funding for the communication officer ended abruptly and implementation of the plan was affected when the DIPECHO project was completed.

It is important for the BRCS to develop a communication and advocacy strategy to ensure that there is a clear understanding of its auxiliary role by its stakeholders.

It will be also necessary to increase its activity on social media in order to increase its visibility. Since the BRCS does not have an active website due to lack of funding and dedicated staff, this target has not been met. A mechanism should be developed to ensure that its website is launched and remains active and sustainable.

The BRCS has a very active Facebook page that is used to inform people about the National Society's key activities. Lastly, attempts to measure impact must be made.

#### **Business Line 5: Deepen our tradition of togetherness through joint working and accountability**

**Outcome:** More effective work among National Societies through modernized cooperation mechanisms and tools, and a greater sense of belonging, ownership and trust in the IFRC.

**Outcome 5.1.:** Movement components have strengthened relationships, common aims and improved access to knowledge and shared learning

| Measurement  |    |  |  |
|--|----|--|--|
| Indicators   | BL | Annual Target  | Year to Date Actual  |
| <p>The BRCS engages in at least 3 peer-to-peer/horizontal initiatives that have been carried out in the Americas zone.</p> <p>BRCS Organizational Strategy to be aligned with the Inter-American Framework for Action (IAFA) and Strategy 2020</p> <p>XIX Inter-American Conference (IAC) has been completed.</p> <p>The BRCS is monitoring its progress against the IAFA.</p> |    | <p>BRCS staff and volunteers have increased learning as a result of their participation in peer-to-peer horizontal initiatives</p> <p>BRCS Organisational Strategy aligned</p> <p>BRCS participated in XIX Inter-American Conference in 2014</p> <p>The BRCS has a system in place for monitoring progress against the IAFA.</p> | <p>2 peer-to-peer initiatives with the BRCS and the Jamaica Red Cross.</p> <p>Completed with the support of the IFRC</p> <p>Caribbean OFFICE XIX IAC was not held in 2014</p> <p>No structured system in place, but monitoring supported through the secretariat's CRRO and through the alignment of the Strategic Plan to S2020</p> |

#### Comments on progress towards outcomes

The Barbados Red Cross Society conducted two peer-to-peer initiatives during the reporting period. The BRCS has a strong youth and volunteer base and the organization is well respected nationally. For example, the BRCS partnered with the Jamaica Red Cross in a peer-to-peer initiative in 2013 and 2014, which was funded by the Finnish Red Cross; it targeted its youth population and focused on raising HIV/AIDS awareness through YABC. This has revived youth participation within the National Society and the BRCS hopes to continue this initiative beyond 2014. Nevertheless, financial support for these types of activities remains a challenge.

## Stakeholder participation and feedback

The BRCS has made every effort to respond to the needs of the national community through its many outreach programmes and initiatives.

During the reporting period, the BRCS worked very closely with several stakeholders at both the national and community levels. For instance the DIPECHO VIII project allowed the BRCS to create CDRTs, which were trained and equipped to respond to and mitigate the damage of disasters. In addition to the CDRT training, Red Cross volunteers were trained in VCA, logistics and warehousing, volunteer management and in some aspects of food security

The project facilitated close collaboration with the relevant departments of the government of Barbados, and it has provided an opportunity through the VCA process to facilitate community engagement, thereby increasing the visibility of the BRCS to its beneficiaries. This engagement has enabled National Society volunteers to deliver disaster preparedness instructions in an additional ten secondary schools. The DIPECHO VIII Project also supported the piloting of the Climate Change Adaptation toolkit through the Caribbean Disaster Risk Management Reference Centre (CADRIM). After a series of field tests and further adaptations, the tool was finalized in September 2013.

In addition, to the DRR programmes and activities, the BRCS continued to have outreach programmes in health, including HIV/AIDS and healthy lifestyles.

## Key Risks or Positive Factors

| Key Risks or Positive Factors           | Priority<br>High<br>Medium<br>Low | Recommended Action  |
|---|-----------------------------------|---|
| Funding and financial support           | H                                 | Resource mobilization strategy developed and implemented<br>Communication and advocacy strategy updated and action developed and implemented. |
| Strong youth and volunteer programme    | H                                 | Volunteer management system established and activated and monitored   |
| International and local disaster events | H                                 | Tapping into other/alternative funding sources  |

## Lessons learned and looking ahead

A concerted “brand-building” initiative needs to be taken to overcome the impression amongst some members of the public of the Barbados Red Cross Society as a non-dynamic organization. Further, competition from other agencies working in similar areas poses a potential threat to the mobilization of resources for the Red Cross work.

The impact of large-scale international disasters always poses a risk that could overshadow the need to support local interventions. In addition, given the history of funding received to date, an over-reliance on short-term project funding must be avoided so as not to create an imbalanced reliance upon external funding sources.

Since the Red Cross is inherently and integrally a volunteer-driven organization, more effective efforts must be invested in attracting and building a base of volunteers who will dependently deliver identified programs and services.

It is also recognized that the National Society's organizational structure and internal systems, including financial, human resource and project management, must be strengthened in order to provide consistency in programme delivery, accountability and, most importantly, in the capacity to scale up the delivery of ongoing programmes and services

Through the continual monitoring and evaluation of operations, the BRCS will implement suitable measures necessary to manage key risks/challenges as identified above. Appropriate strategies will be identified and agreed upon through departmental, management and Governing Council meetings.

Changing demographics, which include an increasingly aging population, are increasing the need for the BRCS to provide more targeted humanitarian services.

## Financial situation

Click [here](#) to go directly to the financial report.

## How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations](#) (NGO's) in Disaster Relief and the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

The IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.



The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of nonviolence and peace.

Find out more on [www.ifrc.org](http://www.ifrc.org)

## Contact information

For further information specifically related to this report, please contact:

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